

### III. Text Search Results from Dialog

#### A. Patent Files, Abstract

**File 347:JAPIO Dec 1976-2009/May(Updated 090903)**

(c) 2009 JPO & JAPIO

**File 350:Derwent WPIX 1963-2009/UD=200956**

(c) 2009 Thomson Reuters

Set	Items	Description
S1	133263	(ADVERT? OR AD OR ADS OR (PROMOTIONAL OR MARKETING) () (CONTENT? ? OR IMAGE? ? OR MEDIA OR MESSAGE? ? OR EVENT? ? OR BANNER? ?))
S2	2278	BANNER? (5N) S1
S3	24558	S1 (8N) (ONLINE OR ON() LINE OR INTERNET OR WEB OR CYBER OR CYBERSPACE OR ELECTRONIC OR DIGITAL? OR VIRTUAL? OR ECOMMERCE - OR E() COMMERCE OR SEARCH() ENGINE? ? OR WEBSITE? ? OR WEBPAGE? ?)
S4	412165	(MESSAGE OR MESSAGES OR (DIALOG OR DIALOGUE OR TEXT OR POP-UP OR POP() UP) () (BOX OR BOXES OR WINDOW? ? OR BUBBLE? ?) OR ALERT? ? OR NOTE OR NOTES OR NOTIFICATION? ? OR NOTIFIER? ? OR COMMUNICATION? ? OR MEMO) (3N) (SERVE? ? OR SERVING OR DELIVER? OR DISPLAY? OR TRIGGER? OR GENERAT? OR PRESENT? OR PLAY OR PLAYS OR PLAYED OR PLAYING OR PROVID? OR SHOW OR SHOWN OR SHOWS OR SHOWED OR SHOWING OR INITIAT? OR PRODUC? OR ACTIVAT? OR MANIFEST? OR APPEAR?)
S5	32434	(APPROPRIAT? OR RELEVANT OR RELATE? ? OR RELATING OR PERTINENT OR APPLICABLE OR COORDINAT? OR CORRELAT? OR ASSOCIAT? OR TARGET? OR TAILOR? OR CONTEXTUAL OR CONTEXT() BASED OR CUSTOMIZED OR (BASE OR BASES OR BASED OR BASING) (2W) (ON OR UPON) OR PERSONALIZ? OR PERSONALIS? OR CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIS? OR INDIVIDUALIZ?) (4N) S4
S6	23333	(SECOND? OR SUPPLEMENT? OR SEPARATE OR COMPLEMENTARY OR ADDITIONAL OR IN() ADDITION OR ALONGSIDE OR ALONG() SIDE OR NEXT(-) "TO" OR SIDE(1X) SIDE OR SIMULTANEOUS?) (4N) S4
S7	95115	(CONSUMER? ? OR VIEWER? ? OR VIEWERSHIP? ? OR AUDIENCE? ? - OR SHOPPER? ? OR PEOPLE? ? OR PERSON? ? OR INDIVIDUAL? ? OR CUSTOMER? ? OR USER? ? OR PATRON? ? OR VISITOR? ? OR GUEST? ? - OR PARTICIPANT? ?) (4N) (ALERT? OR INTEREST OR INVOLVEMENT OR ATTENTION OR PARTICIPAT? OR INTERACT? OR WATCH? OR REACTION? ? OR NOTICE? ? OR ENGAGEMENT OR FOCUS OR CONCENTRATION OR CONSCIOUSNESS OR AWARENESS OR ATTENTIVENESS OR OBSERV?)
S8	9030	(ENGAG? OR GRAB OR GRABS OR GRABBED OR GRABBING OR GET OR GETS OR GETTING OR GOTTEN OR DIRECT? ? OR DIRECTING OR DIRECTED OR ENSURE? ? OR ENSURING OR CONTROL? OR SECURE? ? OR SECURING OR GUARANTEE? OR CAPTUR? OR CATCH?) (4N) S7
S9	1250	S2 AND S3
S10	27	S9 AND S5
S11	3	S10 AND S6
S12	0	S10 AND S8
S13	7	S10 AND S7
S14	39	S2 AND S5
S15	6	S14 AND S6
S16	0	S14 AND S8
S17	8	S14 AND S7
S18	524	S3 AND S5
S19	49	S18 AND S6
S20	2	S19 AND S8
S21	7	S19 AND S7
S22	20	S11 OR S13 OR S15 OR S17 OR S20 OR S21
S23	1	S22 NOT PY>2001

S24 7 S22 NOT AY>2001  
 S25 7 S23 OR S24  
 S26 13 S22 NOT S25  
 S27 94 S6 AND S8  
 S28 1 S27 AND S2  
 S29 1 S28 AND S3  
 S30 1 (S28 OR S29) NOT S22  
 S31 274 S4 (10N) S8  
 S32 11 S31 AND (S2 OR S3)  
 S33 10 S32 NOT (S22 OR S30)  
 S34 2562 AU=((STETSON, S? OR STETSON S? OR STETSON(2N)S?) OR (D()AM-  
 ATO, C? OR D()AMATO C? OR D()AMATO(2N)C?) OR (WETMORE, C? OR -  
 WETMORE C? OR WETMORE(2N)C?) OR (LEE, P? OR LEE P? OR LEE(2N)-  
 P?))  
 S35 1 S34 AND S2 AND S3

25/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350: Derwent WPIX

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0015499524 *Drawing available*

WPI Acc no: 2006-063662/200607

Related WPI Acc No: 2005-743549; 2006-180832

XRPX Acc No: N2006-055205

**Method of delivering advertising message to cellular phone, involves recording parameters representing performance of perceivable images, and altering association between sub-banner areas and images using optimized parameter**

Patent Assignee: POINT ROLL INC (POIN-N)

Inventor: GARDNER J E; GELLES K J; SLOYER B P

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6981224	B1	20051227	US 2000201970	P	20000505	200607	B
			US 2000723505	A	20001128		
			US 2001872036	A	20010601		

Priority Applications (no., kind, date): US 2000201970 P 20000505; US 2000723505 A 20001128; US 2001872036 A 20010601

USE - For delivering **advertising** messages to user accessing **banner web** site from terminal such as cellular phone, personal digital assistant (PDA) or internet appliance... ..DESCRIPTION OF DRAWINGS - The figure illustrates an image emanating from **banner advertisement**. ... ..80 **banner advertisement** Original Publication Data by AuthorityArgentina**Publication No.** ...**Claims:**device during a display time period, said banner display area including a plurality of banner sub-areas formed from said serving of initial signals and **banner advertising** message information **that is** visually perceivable by said person during said display time period when said website is accessed;(b) providing a plurality of additional visually perceivable images, each... .. of said banner display to provide a selected banner sub-area, whereupon said person is provided by means of Javascript with a display of selected **additional** visually perceivable advertising **message** information **associated with** said selected **banner** sub-area **in** accordance with said first set of associations during said display time period;(e) recording parameters representative of the performance of said additional visually perceivable images...

(c) 2010

Set	Items	Description
S1	378860	(ADVERT? OR AD OR ADS OR (PROMOTIONAL OR MARKETING) () (CONTENT? ? OR IMAGE? ? OR MEDIA OR MESSAGE? ? OR EVENT? ? OR BANNER? ?))
S2	4117	BANNER? (5N) S1
S3	38825	S1 (8N) (ONLINE OR ON() LINE OR INTERNET OR WEB OR CYBER OR CYBERSPACE OR ELECTRONIC OR DIGITAL? OR VIRTUAL? OR ECOMMERCE - OR E() COMMERCE OR SEARCH() ENGINE? ? OR WEBSITE? ? OR WEBPAGE? ?)
S4	87569	(MESSAGE OR MESSAGES OR (DIALOG OR DIALOGUE OR TEXT OR POP-UP OR POP() UP) () (BOX OR BOXES OR WINDOW? ? OR BUBBLE? ?) OR ALERT? ? OR NOTE OR NOTES OR NOTIFICATION? ? OR NOTIFIER? ? OR COMMUNICATION? ? OR MEMO) (3N) (SERVE? ? OR SERVING OR DELIVER? OR DISPLAY? OR TRIGGER? OR GENERAT? OR PRESENT? OR PLAY OR PLAYS OR PLAYED OR PLAYING OR PROVID? OR SHOW OR SHOWN OR SHOWS OR SHOWED OR SHOWING OR INITIAT? OR PRODUC? OR ACTIVAT? OR MANIFEST? OR APPEAR?)
S5	14746	(APPROPRIAT? OR RELEVANT OR RELATE? ? OR RELATING OR PERTINENT OR APPLICABLE OR COORDINAT? OR CORRELAT? OR ASSOCIAT? OR TARGET? OR TAILOR? OR CONTEXTUAL OR CONTEXT() BASED OR CUSTOMIZED OR (BASE OR BASES OR BASED OR BASING) (2W) (ON OR UPON) OR PERSONALIZ? OR PERSONALIS? OR CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIS? OR INDIVIDUALIZ?) (4N) S4
S6	10092	(SECOND? OR SUPPLEMENT? OR SEPARATE OR COMPLEMENTARY OR ADDITIONAL OR IN() ADDITION OR ALONGSIDE OR ALONG() SIDE OR NEXT(-) "TO" OR SIDE(1X) SIDE OR SIMULTANEOUS?) (4N) S4
S7	61421	(CONSUMER? ? OR VIEWER? ? OR VIEWERSHIP? ? OR AUDIENCE? ? OR SHOPPER? ? OR PEOPLE? ? OR PERSON? ? OR INDIVIDUAL? ? OR CUSTOMER? ? OR USER? ? OR PATRON? ? OR VISITOR? ? OR GUEST? ? OR PARTICIPANT? ?) (4N) (ALERT? OR INTEREST OR INVOLVEMENT OR ATTENTION OR PARTICIPAT? OR INTERACTION? ? OR WATCH? OR REACTION? ? OR NOTICE? ? OR ENGAGEMENT OR FOCUS OR CONCENTRATION OR CONSCIOUSNESS OR AWARENESS OR ATTENTIVENESS OR OBSERV?)
S8	6469	(ENGAG? OR GRAB OR GRABS OR GRABBED OR GRABBING OR GET OR GETS OR GETTING OR GOTTEN OR DIRECT? ? OR DIRECTING OR DIRECTED OR ENSURE? ? OR ENSURING OR CONTROL? OR SECURE? ? OR SECURING OR GUARANTEE? OR CAPTUR? OR CATCH?) (4N) S7
S9	1934	S2 (10N) S3
S10	16	S9 (20N) S5
S11	1	S10 (10N) S6
S12	0	S10 (10N) S8
S13	3	S10 (10N) S7
S14	22	S2 (20N) S5
S15	1	S14 (10N) S6
S16	0	S14 (10N) S8
S17	0	S14 (10N) S7
S18	221	S3 (20N) S5
S19	9	S18 (15N) S6
S20	1	S19 (10N) S8
S21	3	S19 (10N) S7
S22	6	S6 (10N) S8
S23	1	S22 (20N) (S2 OR S3)
S24	185	S4 (10N) S8
S25	4	S24 (20N) (S2 OR S3)
S26	10	S11 OR S13 OR S15 OR S20 OR S21 OR S23 OR S25
S27	11	(S22 OR S19) NOT S26
S28	31	(S5 OR S6) (10N) S8
S29	5	S28 (10N) S1
S30	3	S29 NOT (S26 OR S27)
S31	104	AU=((STETSON, S? OR STETSON S? OR STETSON(2N)S?) OR (D()AMATO, C? OR D()AMATO C? OR D()AMATO(2N)C?) OR (WETMORE, C? OR WETMORE C? OR WETMORE(2N)C?) OR (LEE, P? OR LEE P? OR LEE(2N)-

P?) )  
S32 4 S31 AND S2  
S33 17 (S5 OR S6) (10N) S9  
S34 13 S33 NOT (S26 OR S27 OR S30)

DIALOG(R)File 348: EUROPEAN PATENTS

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26/3K/1 (Item 1 from file: 348)

02218972

# **User-defined dynamic collaborative environments**

Fur den Benutzer definierte dynamische Umgebung der Zusammenarbeit

Environnements de collaboration dynamiques definis pour l'utilisateur

## **Patent Assignee:**

- **SCIENCE APPLICATIONS INTERNATIONAL CORPORATION (755061)**  
10260 Campus Point Drive; San DiegoCalifornia 92121 (US)  
(Applicant designated States: all)

## **Inventor:**

- **Miller, CraigScience Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Mangis Jeffrey K.Science Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Lester Harold D. Science Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Nicholas John M.Science Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Wallo AndrewScience Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Kress Thomas P.Science Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Cheal Linda J.Science Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Weatherbee James E. Jr.Science Appl. Intern. Corp**  
10260 Campus Point Drive; San Diego CA 92121; (US)
- **Davies Linda M.Science Appl. Internat. Corp.**  
10260 Campus Point Drive; San Diego CA 92121; (US)

## **Legal Representative:**

- **Benech, Frederic (73642)**  
146-150, Avenue des Champs-Elysees; 75008 Paris; (FR)

	Country	Number	Kind	Date	
Patent	EP	1770617	A1	20070404	(Basic)
Application	EP	2006013770		19990922	
Priorities	US	101431	P	19980922	
	US	399753		19990921	

**Specification:** ...one possible user interface for selecting group members by composing invitations. FIG. 14C shows one possible user interface for selecting group members by composing an **advertisement**. FIG. 15 shows a

## IV. Text Search Results from Dialog

### A. NPL Files, Abstract

**File 35: Dissertation Abs Online 1861-2009/Aug**  
(c) 2009 ProQuest Info&Learning  
**File 583: Gale Group Globalbase(TM) 1986-2002/Dec 13**  
(c) 2002 Gale/Cengage  
**File 65: Inside Conferences 1993-2009/Sep 08**  
(c) 2009 BLDSC all rts. reserv.  
**File 2: INSPEC 1898-2009/Aug W4**  
(c) 2009 The IET  
**File 474: New York Times Abs 1969-2009/Sep 08**  
(c) 2009 The New York Times  
**File 475: Wall Street Journal Abs 1973-2009/Sep 08**  
(c) 2009 The New York Times  
**File 99: Wilson Appl. Sci & Tech Abs 1983-2009/Aug**  
(c) 2009 The HW Wilson Co.  
**File 256: TecTrends 1982-2009/Aug W5**  
(c) 2009 Info.Sources Inc. All rights res.

Set	Items	Description
S1	424563	(ADVERT? OR AD OR ADS OR (PROMOTIONAL OR MARKETING) () (CONTENT? ? OR IMAGE? ? OR MEDIA OR MESSAGE? ? OR EVENT? ? OR BANNER? ?))
S2	701	BANNER?(5N)S1
S3	19595	S1(8N)(ONLINE OR ON()LINE OR INTERNET OR WEB OR CYBER OR CYBERSPACE OR ELECTRONIC OR DIGITAL? OR VIRTUAL? OR ECOMMERCE - OR E()COMMERCE OR SEARCH()ENGINE? ? OR WEBSITE? ? OR WEBPAGE? ?)
S4	102013	(MESSAGE OR MESSAGES OR (DIALOG OR DIALOGUE OR TEXT OR POP-UP OR POP()UP) () (BOX OR BOXES OR WINDOW? ? OR BUBBLE? ?) OR ALERT? ? OR NOTE OR NOTES OR NOTIFICATION? ? OR NOTIFIER? ? OR COMMUNICATION? ? OR MEMO) (3N) (SERVE? ? OR SERVING OR DELIVER? OR DISPLAY? OR TRIGGER? OR GENERAT? OR PRESENT? OR PLAY OR PLAYS OR PLAYED OR PLAYING OR PROVID? OR SHOW OR SHOWN OR SHOWS OR SHOWED OR SHOWING OR INITIAT? OR PRODUC? OR ACTIVAT? OR MANIFEST? OR APPEAR?)
S5	3942	(APPROPRIAT? OR RELEVANT OR RELATE? ? OR RELATING OR PERTINENT OR APPLICABLE OR COORDINAT? OR CORRELAT? OR ASSOCIAT? OR TARGET? OR TAILOR? OR CONTEXTUAL OR CONTEXT()BASED OR CUSTOMIZED OR (BASE OR BASES OR BASED OR BASING) (2W) (ON OR UPON) OR PERSONALIZ? OR PERSONALIS? OR CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIS? OR INDIVIDUALIZ?) (4N)S4
S6	1712	(SECOND? OR SUPPLEMENT? OR SEPARATE OR COMPLEMENTARY OR ADDITIONAL OR IN() (ADDITION OR CONJUNCTION) OR ALONGSIDE OR ALONG()SIDE OR NEXT() "TO" OR SIDE(1X)SIDE OR SIMULTANEOUS?) (4N)S4
S7	138033	(CONSUMER? ? OR VIEWER? ? OR VIEWERSHIP? ? OR AUDIENCE? ? - OR SHOPPER? ? OR PEOPLE? ? OR PERSON? ? OR INDIVIDUAL? ? OR CUSTOMER? ? OR USER? ? OR PATRON? ? OR VISITOR? ? OR GUEST? ? - OR PARTICIPANT? ?) (4N) (ALERT? OR INTEREST OR INVOLVEMENT OR ATTENTION OR PARTICIPAT? OR INTERACTION? ? OR WATCH? OR REACTION? ? OR NOTICE? ? OR ENGAGEMENT OR FOCUS OR CONCENTRATION OR CONSCIOUSNESS OR AWARENESS OR ATTENTIVENESS OR OBSERV?)
S8	5778	(ENGAG? OR GRAB OR GRABS OR GRABBED OR GRABBING OR GET OR - GETS OR GETTING OR GOTTEN OR DIRECT? ? OR DIRECTING OR DIRECTED OR ENSURE? ? OR ENSURING OR CONTROL? OR SECURE? ? OR SECURING OR GUARANTEE? OR CAPTUR? OR CATCH?) (4N)S7

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S9          547    S2 AND S3
S10         3     S9 AND (S5 OR S6)
S11        21     S9 AND S4
S12         2     S11 AND S8
S13         4     S11 AND S7
S14        41     (S2 OR S3) AND (S5 OR S6)
S15         0     S14 AND S8
S16         1     S14 AND S7
S17         0     S6 (10N) S8
S18        21     S4 (10N) S8
S19         2     S18 AND S1
S20         4     S2 AND S4 AND S7
S21        13     (S10 OR S12 OR S13 OR S14 OR S19 OR S20) NOT PY>2001
S22        13     RD (unique items)
S23       6154    AU=((STETSON, S? OR STETSON S? OR STETSON(2N)S?) OR (D()AM-
                ATO, C? OR D()AMATO C? OR D()AMATO(2N)C?) OR (WETMORE, C? OR -
                WETMORE C? OR WETMORE(2N)C?) OR (LEE, P? OR LEE P? OR LEE(2N)-
                P?))
S24         0     S23 AND S2 AND S3

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22/3,K/1 (Item 1 from file: 35)

DIALOG(R)File 35: Dissertation Abs Online

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01645278 ORDER NO: AAD98-33636

**THREE ESSAYS ON ELECTRONIC COMMERCE: WWW INFORMATION CONTENT, INTERNET INVOLVEMENT AND PERCEIVED RISK (WORLD WIDE WEB)**

**Author:** SALAM, AL FAROOQ M. N.

**Degree:** PH.D.

**Year:** 1998

**Corporate Source/Institution:** STATE UNIVERSITY OF NEW YORK AT BUFFALO ( 0656 )

**Source:** Volume 5905A of Dissertations Abstracts International.

PAGE 1666 . 124 PAGES

...dissertation. The first essay is divided into two parts. The first part focuses on the usefulness of information related to product offerings communicated through company **web** pages as **advertising** media. The research question in this part deals with the state of product related useful information available through **web** pages, as **advertising** media, to the consumers in making an intelligent choice in a purchase situation for products offered over the Internet.

Using the insights gained in the first part specifically related to **advertising** communication, it is conceptualized that the **Internet** or the World Wide Web **serves simultaneously** as a **Communications**, Transactions and Distribution channel. The research issue, in the second part, is to what extent are there similarities or differences among corporate web sites in...

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22/3,K/2 (Item 1 from file: 583)

DIALOG(R)File 583: Gale Group Globalbase(TM)

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09171241

**Geld f.rs Surfen**

GERMANY: MONEY FOR SURFING THE INTERNET

## E-MAIL MARKETING CAMPAIGNS.

### Abstract:

...privacy issues, like getting permission to send e-mail to customers, to technical hurdles in composing, sending and tracking large volumes of mail; complexity of delivering customized messages is one of main reasons marketers choose to work with a technology company specializing in e-mail services; photo (M)

**Descriptors:** Advertising; Computers and the Internet; Electronic Mail; Privacy; Advertising

**Personal Names:**

---

22/3,K/12 (Item 2 from file: 474)

DIALOG(R)File 474: New York Times Abs

(c) 2011 The New York Times. All rights reserved.

07699479 **NYT Sequence Number:** 596973990714

**ADVERTISING: THREE ARE PICKED BY MORNINGSTAR.COM**

Elliott, Stuart

New York Times , Col. 5 , Pg. 6 , Sec. C

Wednesday July 14 1999

### Abstract:

...Inc awards its first assignments to handle advertising account of its recently revamped Morningstar.com World Wide Web site to Chicago offices of Rubin Postaer & **Associates**, Quantum Leap **Communications** and Western **Initiative Media**; total billings estimated at \$20 million (S)

**Company Names:** Morningstar Inc; Morningstar.com; Rubin Postaer & **Associates**; Quantum Leap

**Communications**; Western **Initiative Media** Worldwide

**Descriptors:** Advertising; Advertising (Times Column); Computers and the Internet

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22/3,K/13 (Item 1 from file: 475)

DIALOG(R)File 475: Wall Street Journal Abs

(c) 2011 The New York Times. All rights reserved.

08053611 **NYT Sequence Number:** 000000000309

**ADVERTISING: AGENCIES BEEFING UP ON BRAND RESEARCH**

KRANHOLD, KATHRYN

Wall Street Journal , Col. 3 , Pg. 14 , Sec. B

Thursday March 9 2000

### Abstract:

**Advertising** agencies, feeling upstaged by direct marketers and the **Web's** capacity to **deliver personalized sales messages**, are aiming to strengthen their brand research to help advertisers better target customers; DDB Worldwide, for example, will offer clients a global marketing study with...

## B. NPL Files, Full-text

**File 15:ABI/Inform(R) 1971-2009/Sep 07**

(c) 2009 ProQuest Info&Learning

**File 9:Business & Industry(R) Jul/1994-2009/Sep 05**

(c) 2009 Gale/Cengage

**File 610:Business Wire 1999-2009/Sep 08**  
(c) 2009 Business Wire.  
**File 810:Business Wire 1986-1999/Feb 28**  
(c) 1999 Business Wire  
**File 275:Gale Group Computer DB(TM) 1983-2009/Aug 07**  
(c) 2009 Gale/Cengage  
**File 624:McGraw-Hill Publications 1985-2009/Sep 08**  
(c) 2009 McGraw-Hill Co. Inc  
**File 621:Gale Group New Prod.Annou.(R) 1985-2009/Jul 30**  
(c) 2009 Gale/Cengage  
**File 636:Gale Group Newsletter DB(TM) 1987-2009/Aug 13**  
(c) 2009 Gale/Cengage  
**File 613:PR Newswire 1999-2009/Sep 08**  
(c) 2009 PR Newswire Association Inc  
**File 813:PR Newswire 1987-1999/Apr 30**  
(c) 1999 PR Newswire Association Inc  
**File 16:Gale Group PROMT(R) 1990-2009/Aug 13**  
(c) 2009 Gale/Cengage  
**File 160:Gale Group PROMT(R) 1972-1989**  
(c) 1999 The Gale Group  
**File 634:San Jose Mercury Jun 1985-2009/Sep 01**  
(c) 2009 San Jose Mercury News  
**File 148:Gale Group Trade & Industry DB 1976-2009/Aug 20**  
(c) 2009 Gale/Cengage  
**File 20:Dialog Global Reporter 1997-2009/Sep 08**  
(c) 2009 Dialog

Set	Items	Description
S1	8249144	(ADVERT? OR AD OR ADS OR (PROMOTIONAL OR MARKETING) () (CONTENT? ? OR IMAGE? ? OR MEDIA OR MESSAGE? ? OR EVENT? ? OR BANNER? ?))
S2	109437	BANNER?(5N)S1
S3	1210450	S1(8N) (ONLINE OR ON()LINE OR INTERNET OR WEB OR CYBER OR CYBERSPACE OR ELECTRONIC OR DIGITAL? OR VIRTUAL? OR ECOMMERCE - OR E()COMMERCE OR SEARCH()ENGINE? ? OR WEBSITE? ? OR WEBPAGE? ?)
S4	3199860	(MESSAGE OR MESSAGES OR (DIALOG OR DIALOGUE OR TEXT OR POP-UP OR POP()UP) () (BOX OR BOXES OR WINDOW? ? OR BUBBLE? ?) OR ALERT? ? OR NOTE OR NOTES OR NOTIFICATION? ? OR NOTIFIER? ? OR COMMUNICATION? ? OR MEMO) (3N) (SERVE? ? OR SERVING OR DELIVER? OR DISPLAY? OR TRIGGER? OR GENERAT? OR PRESENT? OR PLAY OR PLAYS OR PLAYED OR PLAYING OR PROVID? OR SHOW OR SHOWN OR SHOWS OR SHOWED OR SHOWING OR INITIAT? OR PRODUC? OR ACTIVAT? OR MANIFEST? OR APPEAR?)
S5	139579	(APPROPRIAT? OR RELEVANT OR RELATE? ? OR RELATING OR PERTINENT OR APPLICABLE OR COORDINAT? OR CORRELAT? OR ASSOCIAT? OR TARGET? OR TAILOR? OR CONTEXTUAL OR CONTEXT()BASED OR CUSTOMIZED OR (BASE OR BASES OR BASED OR BASING) (2W) (ON OR UPON) OR - PERSONALIZ? OR PERSONALIS? OR CUSTOMIZ? OR CUSTOMIS? OR INDIVIDUALIS? OR INDIVIDUALIZ?) (4N)S4
S6	74013	(SECOND? OR SUPPLEMENT? OR SEPARATE OR COMPLEMENTARY OR ADDITIONAL OR IN() (ADDITION OR CONJUNCTION) OR ALONGSIDE OR ALONG()SIDE OR NEXT() "TO" OR SIDE(1X)SIDE OR SIMULTANEOUS?) (4N)S4
S7	3530729	(CONSUMER? ? OR VIEWER? ? OR VIEWERSHIP? ? OR AUDIENCE? ? - OR SHOPPER? ? OR PEOPLE? ? OR PERSON? ? OR INDIVIDUAL? ? OR CUSTOMER? ? OR USER? ? OR PATRON? ? OR VISITOR? ? OR GUEST? ? - OR PARTICIPANT? ?) (4N) (ALERT? OR INTEREST OR INVOLVEMENT OR ATTENTION OR PARTICIPAT? OR INTERACTION? ? OR WATCH? OR REACTION? ? OR NOTICE? ? OR ENGAGEMENT OR FOCUS OR CONCENTRATION OR CONSCIOUSNESS OR AWARENESS OR ATTENTIVENESS OR OBSERV?)
S8	260462	(ENGAG? OR GRAB OR GRABS OR GRABBED OR GRABBING OR GET OR - GETS OR GETTING OR GOTTEN OR DIRECT? ? OR DIRECTING OR DIRECTED OR ENSURE? ? OR ENSURING OR CONTROL? OR SECURE? ? OR SECUR-



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                ING OR GUARANTEE? OR CAPTUR? OR CATCH?) (4N)S7
S9      51019    S2 (10N) S3
S10     75      S9 (20N) S5
S11      3      S10 (10N) S6
S12      0      S10 (10N) S8
S13      2      S10 (10N) S7
S14     97      S9 (20N) (S5 OR S6)
S15      0      S14 (10N) S8
S16      2      S14 (10N) S7
S17    273      S2 (20N) (S5 OR S6)
S18      0      S17 (10N) S8
S19      0      S17 (20N) S8
S20      2      S17 (10N) S7
S21    2594      S3 (20N) (S5 OR S6)
S22      32      S21 (10N) S8
S23      30      S6 (10N) S8
S24      0      S23 (10N) (S2 OR S3)
S25      10      S23 (10N) S1
S26    1661      S4 (10N) S8
S27      0      S26 (20N) S9
S28      42      S26 (10N) (S2 OR S3)
S29      16      S28 (10N) (S5 OR S6)
S30      11      (S11 OR S13 OR S16 OR S20 OR S22 OR S25 OR S29) NOT PY>2001
S31      4      RD (unique items)
S32      6      S28 NOT (S31 OR PY>2001)
S33      3      RD (unique items)
S34    7206      AU=((STETSON, S? OR STETSON S? OR STETSON(2N)S?) OR (D()AM-
                ATO, C? OR D()AMATO C? OR D()AMATO(2N)C?) OR (WETMORE, C? OR -
                WETMORE C? OR WETMORE(2N)C?) OR (LEE, P? OR LEE P? OR LEE(2N)-
                P?))
S35      1      S34 AND S2 AND S3

```

31/3,K/1 (Item 1 from file: 610)

DIALOG(R)File 610: Business Wire

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00494670 20010405095B3945 (USE FORMAT 7 FOR FULLTEXT)

**Engage Launches Engage ECHO in Europe-Engage ECHO(TM) Remarketing Solution designed to decrease customer acquisition costs, improve customer retention**

Business Wire

Thursday , April 5, 2001 16:40 EDT

**Journal Code: BW Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE**

**Word Count: 576**

### Text:

...Marketers can also retarget those visitors who did buy and may be interested in additional products and services e.g. home insurance.

By coordinating the **marketing messages** with specific **Web** customer segments, Engage ECHO enables the marketer to **present customized and personalized message** to its customers to increase interactions, improve brand **awareness** and

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File 387:The Denver Post 1994-2011/Feb 02  
(c) 2011 Denver Post  
File 471:New York Times Fulltext 1980-2011/Feb 02  
(c) 2011 The New York Times  
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers  
File 494:St LouisPost-Dispatch 1988-2011/Jan 30  
(c) 2011 St Louis Post-Dispatch  
File 631:Boston Globe 1980-2009/Dec 30  
(c) 2010 Boston Globe  
File 633:Phil.Inquirer 1983-2011/Feb 03  
(c) 2011 Philadelphia Newspapers Inc  
File 638:Newsday/New York Newsday 1987-2011/Jan 30  
(c) 2011 Newsday Inc.  
File 640:San Francisco Chronicle 1988-2011/Feb 02  
(c) 2011 Chronicle Publ. Co.  
File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
(c) 2009 Scripps Howard News  
File 702:Miami Herald 1983-2011/Feb 03  
(c) 2011 The Miami Herald Publishing Co.  
File 703:USA Today 1989-2011/Feb 02  
(c) 2011 USA Today  
File 704:(Portland)The Oregonian 1989-2011/Feb 02  
(c) 2011 The Oregonian  
File 713:Atlanta J/Const. 1989-2011/Feb 03  
(c) 2011 Atlanta Newspapers  
File 714:(Baltimore) The Sun 1990-2011/Feb 02  
(c) 2011 Baltimore Sun  
File 715:Christian Sci.Mon. 1989-2009/Dec 07  
(c) 2009 Christian Science Monitor  
File 725:(Cleveland)Plain Dealer Aug 1991-2011/Feb 02  
(c) 2011 The Plain Dealer  
File 735:St. Petersburg Times 1989- 2010/Oct 17  
(c) 2011 St. Petersburg Times  
File 477:Irish Times 1999-2011/Feb 03  
(c) 2011 Irish Times  
File 710:Times/Sun.Times(London) Jun 1988-2011/Feb 01  
(c) 2011 Times Newspapers  
File 711:Independent(London) Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC  
File 756:Daily/Sunday Telegraph 2000-2011/Feb 03  
(c) 2011 Telegraph Group  
File 757:Mirror Publications/Independent Newspapers 2000-2011/Feb 03  
(c) 2011

Set	Items	Description
S1	2369661	(ADVERT? OR AD OR ADS OR (PROMOTIONAL OR MARKETING) () (CONTENT? ? OR IMAGE? ? OR MEDIA OR MESSAGE? ? OR EVENT? ? OR BANNER? ?))
S2	15219	BANNER? (5N) S1
S3	140730	S1 (8N) (ONLINE OR ON() LINE OR INTERNET OR WEB OR CYBER OR CYBERSPACE OR ELECTRONIC OR DIGITAL? OR VIRTUAL? OR ECOMMERCE - OR E() COMMERCE OR SEARCH() ENGINE? ? OR WEBSITE? ? OR WEBPAGE? ?)
S4	266454	(MESSAGE OR MESSAGES OR (DIALOG OR DIALOGUE OR TEXT OR POP-UP OR POP() UP) () (BOX OR BOXES OR WINDOW? ? OR BUBBLE? ?) OR ALERT? ? OR NOTE OR NOTES OR NOTIFICATION? ? OR NOTIFIER? ? OR COMMUNICATION? ? OR MEMO) (3N) (SERVE? ? OR SERVING OR DELIVER? OR DISPLAY? OR TRIGGER? OR GENERAT? OR PRESENT? OR PLAY OR PLAYS OR PLAYED OR PLAYING OR PROVID? OR SHOW OR SHOWN OR SHOWS OR SHOWED OR SHOWING OR INITIAT? OR PRODUC? OR ACTIVAT? OR MANIFEST? OR APPEAR?)

S5 5871 (APPROPRIAT? OR RELEVANT OR RELATE? ? OR RELATING OR PERTI-  
NENT OR APPLICABLE OR COORDINAT? OR CORRELAT? OR ASSOCIAT? OR  
TARGET? OR TAILOR? OR CONTEXTUAL OR CONTEXT()BASED OR CUSTOMI-  
?ED OR (BASE OR BASES OR BASED OR BASING) (2W) (ON OR UPON) OR -  
PERSONALIZ? OR PERSONALIS? OR CUSTOMIZ? OR CUSTOMIS? OR INDIV-  
IDUALIS? OR INDIVIDUALIZ?) (4N)S4

S6 3673 (SECOND? OR SUPPLEMENT? OR SEPARATE OR COMPLEMENTARY OR AD-  
DITIONAL OR IN() (ADDITION OR CONJUNCTION) OR ALONGSIDE OR ALO-  
NG()SIDE OR NEXT() "TO" OR SIDE(1X)SIDE OR SIMULTANEOUS?) (4N)S4

S7 758725 (CONSUMER? ? OR VIEWER? ? OR VIEWERSHIP? ? OR AUDIENCE? ? -  
OR SHOPPER? ? OR PEOPLE? ? OR PERSON? ? OR INDIVIDUAL? ? OR C-  
USTOMER? ? OR USER? ? OR PATRON? ? OR VISITOR? ? OR GUEST? ? -  
OR PARTICIPANT? ?) (4N) (ALERT? OR INTEREST OR INVOLVEMENT OR A-  
TTENTION OR PARTICIPAT? OR INTERACTION? ? OR WATCH? OR REACTI-  
ON? ? OR NOTICE? ? OR ENGAGEMENT OR FOCUS OR CONCENTRATION OR  
CONSCIOUSNESS OR AWARENESS OR ATTENTIVENESS OR OBSERV?)

S8 48842 (ENGAG? OR GRAB OR GRABS OR GRABBED OR GRABBING OR GET OR -  
GETS OR GETTING OR GOTTEN OR DIRECT? ? OR DIRECTING OR DIRECT-  
ED OR ENSURE? ? OR ENSURING OR CONTROL? OR SECURE? ? OR SECUR-  
ING OR GUARANTEE? OR CAPTUR? OR CATCH?) (4N)S7

S9 5730 S2 (10N) S3

S10 0 S9 (20N) S5

S11 2 S9 (20N) S6

S12 6 S2 (20N) S5

S13 3 S2 (20N) S6

S14 84 S3 (20N) S5

S15 0 S14 (10N) S6

S16 2 S14 (10N) S8

S17 2 S14 (10N) S7

S18 1 S6 (10N) S8

S19 83 S4 (10N) S8

S20 6 S19 (20N) (S2 OR S3)

S21 5 (S5 OR S6) (10N) S8

S22 3 S21 (10N) S1

S23 7 (S5 OR S6) (10N) S2

S24 72 (S5 OR S6) (10N) S3

S25 3 S24 (20N) S7

S26 5 (S11 OR S12 OR S13 OR S16 OR S17 OR S18 OR S20 OR S22 OR S-  
23 OR S25) NOT PY>2001

S27 5 RD (unique items)

S28 4658 AU=((STETSON, S? OR STETSON S? OR STETSON(2N)S?) OR (D()AM-  
ATO, C? OR D()AMATO C? OR D()AMATO(2N)C?) OR (WETMORE, C? OR -  
WETMORE C? OR WETMORE(2N)C?) OR (LEE, P? OR LEE P? OR LEE(2N)-  
P?))

S29 0 S28 AND S2 AND S3 AND S4

27/3,K/1 (Item 1 from file: 570)

DIALOG(R)File 570: Gale Group MARS(R)

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02078380 **Supplier Number:** 74411249 (USE FORMAT 7 FOR FULLTEXT)

**Hit or Myth?(Internet advertising)(Brief Article)(Column)**

Heim, Sarah J.

MEDIAWEEK , v 11 , n 17 , p 30

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